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## Don't Be What You Drink Radio Spots

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### "Screwed Driver"

SFX: Ambient bar noise

WOMAN (giggling): ...I need another screw driver before I head home.

SFX: Ambient bar noise

ANNOUNCER: Drive drunk —

SFX: QUICK SIREN

ANNOUNCER: and you will be a *screwed* driver.

Don't be what you drink.

Minnesota is serving up extra DWI enforcement.

If you're arrested for DWI, swallow this: you'll lose your license for 30 days to a year, pay thousands in court costs, legal fees and increased insurance premiums...and maybe do jail time.

SFX: Ambient bar noise

WOMAN UNDER AMBIENT BAR NOISE: Amber, can you drive me home?

ANNOUNCER: Make your last call a safe one—order up a sober ride and avoid a DWI. A message from the Minnesota Department of Public Safety.

## **“Cold One”**

SFX: Ambient party noise

SFX: Beer bottle/can being opened

MAN: Hey, I need another beer...give me an -cold one for the road!

ANNOUNCER: Drive drunk —

SFX: CRASH!

ANNOUNCER: and you could end up being the cold one

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SFX: Ambient party noise

MAN UNDER AMBIENT BAR NOISE: Troy, can you give me a lift home?

ANNOUNCER: Make your last call a safe one—order up a sober ride and avoid a DWI. A message from the Minnesota Department of Public Safety.